METHOD AND APPARATUS FOR GENERATING A PERSONALIZED NAVIGATIONAL GRAPHICAL USER INTERFACE INCORPORATING MULTIPLE TYPES AND SOURCES OF CONTENT

ABSTRACT OF THE INVENTION

The present invention is a method and apparatus for providing a content selection GUI [120] incorporating a first type of content from a first type of source [116] and a second type of content from a second type of source [110]. Content selections [402-420] from an active user profile, which may include content selections including both the first type of content and the second type of content, are analyzed and recorded into a user profile data structure [460]. The content selections of the active user profile [402-420] are then analyzed to generate a favorites list, which is presented to the user via the content selection GUI [120].